

Last Received: 09/17/2012 4:28 PM  
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) HOUSE MAJORITY PAC  
Product HOUSE MAJORITY PAC  
Estimate# 1432  
Buyer Dan Nagelberg  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/1432  
Flight Dates 09/04/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: HOUSE MAJORITY PAC SC=\*

--- REMARKS ---

VER 5 ISSUED TO CXL SPOTS 9/18-9/24 PER AGY/CLIENT REQUEST  
REVISED CONTRACT TOTAL IS \$20,000  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*2	M-F	7A-9A	TODAY SHOW	:30	\$2,000.00	09/10-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*3	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*4	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*5	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$300.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

Rep Order#	Ver#	Status	Revised	Traffic Order#	Printed:	09/17/2012 5:31 PM
6847481	5					

EC'd Yes

Ver# 5 Status Revised

Traffic Order#

Printed: 09/17/2012 5:31 PM

2 of 5

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---	---	---	---	-----	---	-----	-----	-----	---	---	-----	---
	*6	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*9	M-F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/10-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*11	M-F	5P-530P	5PM NEWS	:30	\$1,800.00	09/10-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*13	M-F	6P-630P	6PM NEWS	:30	\$2,000.00	09/10-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*18	F	9P-10P	GRIMM	:30	\$2,500.00	09/21-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*19	F	10P-11P	DATELINE	:30	\$1,600.00	09/21-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*20	M-F	11P-1135P	LATE NEWS	:30	\$2,000.00	09/10-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

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Buyer Dan Nagelberg		Flight Dates 09/04/2012 - 09/24/2012		Salesperson FAX# 215-567-5938								
Phone#		Hiatus Weeks										
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*24	M	7A-9A	TODAY SHOW	:30	\$2,000.00	09/24-09/24	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*25	M-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/10-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*26	M	10A-11A	TODAY SHOW 3	:30	\$400.00	09/24-09/24	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*27	M-F	12P-1P	NOON NEWS	:30	\$300.00	09/10-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*28	M	5P-530P	5PM NEWS	:30	\$1,800.00	09/24-09/24	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*29	M-F	530P-6P	530PM NEWS	:30	\$1,800.00	09/10-09/21	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*30	M	6P-630P	6PM NEWS	:30	\$2,000.00	09/24-09/24	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
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Buyer Dan Nagelberg Flight Dates 09/04/2012 - 09/24/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

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	*31	M	11P-1135P	LATE NEWS	:30	\$2,000.00	09/24-09/24	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V5 CXL PER AGY/CLIENT REQUEST											
	V5 More than 2 codes changed											
	*32	W-TH	430A-459A	EARLY TODAY	:30	\$200.00	09/12-09/13	2	1	2	\$400.00	
	Buyline Comment: REVISE DAYS/DATES PER STATION											
	Sales Remark: V5 REVISE DAYS/DATES PER STATION											
	V5 More than 2 codes changed											
	*33	M-F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/17-09/21	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V5 CXL PER AGY/CLIENT REQUEST											
	V5 More than 2 codes changed											
	*34	M-F	2P-3P	THE DOCTORS	:30	\$200.00	09/10-09/21	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V5 CXL PER AGY/CLIENT REQUEST											
	V5 More than 2 codes changed											
	*35	SU	1A-2A	BROTHERS & SISTERS	:30	\$75.00	09/23-09/23	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V5 CXL PER AGY/CLIENT REQUEST											
	V5 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 2 / \$400.00

---SALES MONTHLY TOTALS---

Sep 12: 17 / \$20,000.00

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Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

Sales Totals: 17 / \$20,000.00  
Station Totals: 17 / \$20,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$55,556	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE